Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously presented) A receiver for receiving broadcast digital television signals representing both video data and information data, the receiver comprising:

a decoder for separating the video data and the information data;

a store for storing the received information data;

a processor responsive to the stored information data to output for display an interactive image derived from said video data and said information data; and

a modem for establishing a telecommunications link;

the processor being responsive to received viewer command signals to vary the interactive image and to cause the modem to transmit data to and receive on-line data from a remote site for on-line interaction via the interactive image between the viewer and the remote site.

2. (Cancelled)

3. (Previously presented) A receiver as claimed in claim 1, wherein the information data comprises program data and the processor is arranged to execute the programs contained within the information data.

4. (Previously presented) A receiver as claimed in claim 3, wherein the processor is arranged to respond to said viewer command signals in accordance with instructions included in said programs.

5. (Previously presented) A receiver as claimed in claim 1, further comprising a store for storing template data, and wherein the processor is arranged to construct the data representing

the interactive image from received information data and the stored template data.

6. (Cancelled)

7. (Previously presented) A receiver as claimed in claim 1, wherein the viewer command signals are received from a remote control unit.

8. (Previously presented) A receiver as claimed in claim 1, wherein the viewer command signals are received from a keypad.

9. (Cancelled)

10. (Previously presented) A receiver as claimed in claim 1, further comprising a store for storing the on-line data received via the modem.

11. (Previously presented) A receiver as claimed in claim 10, wherein the processor is responsive to the on-line data received via the modem.

12. (Previously presented) A receiver as claimed in claim 10, wherein the processor is arranged to execute programs contained within the on-line data.

13. (Previously presented) A receiver as claimed in claim 12, wherein the processor is arranged to respond to said viewer command signals in accordance with instructions included in said program data.

14. (Previously presented) A receiver as claimed in claim 1, wherein the processor is arranged to form the interactive image as plural interactive screens that are individually displayable.

15. (Previously presented) A receiver as claimed in claim 65, wherein the processor is arranged to derive data representing each of the interactive screens from the template data and the received information data.

16. (Previously presented) A receiver as claimed in claim 66, wherein the processor is arranged to derive data representing an interactive screen from the on-line data.

17. (Previously presented) A receiver as claimed in claim 14, wherein the processor is arranged to display the interactive screens in a hierarchical order in response to said viewer command signals.

18. (Previously presented) A receiver as claimed in claim 14, wherein said interactive screens are of a predetermined size and wherein said data representing an interactive image represents an image larger in size than the predetermined size, and the processor is arranged to derive data representing one of the interactive screens from said data representing an interactive image.

19. (Previously presented) A receiver as claimed in claim 18, wherein the processor is arranged to derive the interactive screen data as representing a portion of the interactive picture.

20. (Previously presented) A receiver as claimed in claim 19, wherein the processor is arranged to respond to viewer manipulation of the input device by moving the portion over the interactive picture.

21. (Previously presented) A receiver as claimed in claim 20, wherein the processor is arranged to move the portion in a step-wise manner.

22. (Previously presented) A receiver as claimed in claim 20, wherein the processor is arranged to scroll the portion over the interactive picture.

23. (Previously presented) A receiver as claimed in claim 1, comprising a first card reader for reading a subscriber card authorising access to said broadcast signals and a second card reader for reading another card.

24. (Previously presented) A receiver as claimed in claim 23, wherein the second card reader is adapted to read a card issued by a financial institution.

25. (Previously presented) A receiver as claimed in claim 23, wherein the second card reader is adapted to read a magnetic-strip card.

26. (Previously presented) A receiver as claimed in claim 23, wherein the second card

reader is adapted to read a smart card.

27. (Previously presented) A receiver as claimed in claim 23, wherein the second card reader is adapted to read a cash value card.

28. (Previously presented) A method of interacting with broadcast interactive services using a receiver for receiving broadcast digital television signals representing both video data and information data, the receiver comprising a modem for establishing a telecommunications link, the method comprising:

receiving said television signals;

separating the video data and the information data;

storing the received information data;

responding to the stored information data by outputting for display an interactive image derived from said video data and said information data;

receiving command signals from a viewer operable input device; and

responding to received said command signals by varying the interactive image and

causing the modem to establish a telecommunications link to a remote site for on-line

interaction via the interactive image between the viewer and the remote site.

29. (Previously presented) A method as claimed in claim 28, wherein the information data comprises program data, the method further comprising executing the program defined by the program data.

30. (Previously presented) A method as claimed in claim 29, further comprising responding to the command signals in accordance with instructions included in said program data.

31. (Previously presented) A method as claimed in claim 28, wherein the information data comprises template data, the method further comprising constructing data representing the

interactive image from received information data and the template data.

32. (Previously presented) A method as claimed in claim 80, further comprising converting the image data into data representing a video image display in the interactive image.

33. (Previously presented) A method as claimed in claim 28, further comprising displaying the interactive image.

34. (Cancelled)

35. (Previously presented) A method as claimed in claim 28, wherein the information data comprises program data defining a program, the method further comprising executing the program defined by the program data.

36. (Previously presented) A method as claimed in claim 35, further comprising responding to said command signals in accordance with instructions included in said program data.

37. (Previously presented) A method as claimed in claim 28, wherein the interactive image comprises plural interactive screens so formed as to be individually displayable.

38. (Previously presented) A method as claimed in claim 67, wherein the interactive screens are formed depending on the template data and the received information data.

39. (Previously presented) A method as claimed in claim 68, wherein the interactive screens are formed depending on the on-line data.

40. (Previously presented) A method as claimed in claim 37, wherein the interactive screens are displayed in a hierarchical order in response to manipulation of the input device.

41. (Previously presented) A method as claimed in claim 37, further comprising deriving data representing one of the interactive screens from data defining an interactive picture larger in size than the interactive screen.

42. (Previously presented) A method as claimed in claim 41, further comprising deriving the interactive screen data as representing a portion of the interactive picture.

43. (Previously presented) A method as claimed in claim 42, further comprising moving the portion over the interactive picture in response to manipulation of the input device.

44. (Previously presented) A method as claimed in claim 43, wherein the portion is moved in a step-wise manner.

45. (Previously presented) A method as claimed in claim 43, wherein the portion is scrolled over the interactive picture.

46 through 58. (Cancelled)

59. (Previously presented) A receiver as claimed in claim 1 wherein the interactive image comprises a constant background image and a changeable preview picture, the background image comprising a portion having a subject that corresponds with the subject of the background of the preview picture so that the background and the preview picture appear to form a single continuous interactive image.

60. (Previously presented) A receiver as claimed in claim 59, wherein the interactive image comprises a changeable graphic overlay having a portion containing a subject that corresponds with the subject of the background and/or the preview picture so that the graphic overlay and the background picture and/or the preview picture appear to form a single continuous interactive image.

61 through 64. (Cancelled)

65. (Previously presented) A receiver as claimed in claim 5, wherein the interactive image comprises plural interactive screens so formed as to be individually displayable.

66. (Previously presented) A receiver as claimed in claim 10, wherein the interactive image comprises plural interactive screens so formed as to be individually displayable.

67. (Previously presented) A method as claimed in claim 31, wherein the interactive image comprises plural interactive screens so formed as to be individually displayable.

68. (Previously presented) A method as claimed in claim 33, wherein the interactive

image comprises plural interactive screens so formed as to be individually displayable.

69. (Cancelled)

70. (Previously presented) A receiver for receiving broadcast digital television signals representing image data and information data, the receiver comprising:

a decoder for separating the image data from the information data;

a store for storing the received information data;

a processor responsive to the stored information data to output for display an interactive image derived from said image data and said information data; and

a modem for establishing the telecommunications link;

the processor being responsive to received viewer command signals to cause the modem to transmit data to and receive on-line data from a remote site for on-line interaction via the interactive image between the viewer and the remote site and to output for display a further interactive image derived from said image data, said information data and said received on-line data.

71. (Previously presented) A receiver as claimed in claim 70, wherein the information data comprises program data and the processor is arranged to execute the programs contained within the information data.

72. (Previously presented) A receiver as claimed in claim 70, further comprising a store for storing template data, and wherein the processor is arranged to construct the data representing the interactive image from received information data and the stored template data.

73. (Previously presented) A receiver as claimed in claim 70, wherein the viewer command signals are received from a remote control unit.

74. (Previously presented) A receiver as claimed in claim 70, wherein the viewer command signals are received from a keypad.

75. (Previously presented) A receiver as claimed in claim 70, further comprising a store for storing the on-line data received via the modem.

76. (Previously presented) A receiver as claimed in claim 70, wherein the processor is arranged to form the interactive image as plural interactive screens that are individually displayable.

77. (Previously presented) A receiver as claimed in claim 70, comprising a first card reader for reading a subscriber card authorising access to said broadcast signals and a second card reader for reading another card.

78. (Previously presented) A receiver as claimed in claim 24, wherein the second card reader is adapted to read a smart card.

79. (Previously presented) A receiver as claimed in claim 70 wherein the interactive image comprises a constant background image and a changeable preview picture, the background image comprising a portion having a subject that corresponds with the subject of the background of the preview picture so that the background and the preview picture appear to form a single continuous interactive image.

80. (Previously presented) A method of interacting with broadcast interactive services using a receiver for receiving broadcast digital television signals representing image data and information data, the receiver comprising a modem for establishing a telecommunications link, the method comprising:

receiving said television signals;

separating the image data from the information data;

storing the received information data;

responding to the stored information data by outputting for display an interactive image derived from said image data and said information data;

receiving command signals from a viewer operable input device; and

responding to said command signals to vary the interactive image and to cause the modem to transmit data to and receive on-line data from a remote site for on-line interaction via the interactive image between the viewer and the remote site and to output for display a further interactive image derived from said image data, said information data and said received on-line data.

81. (Previously presented) A method as claimed in claim 80, wherein the information data comprises program data, the method further comprising executing the program defined by the program data.

82. (Previously presented) A method as claimed in claim 80, wherein the information data comprises template data, the method further comprising constructing data representing the interactive image from received information data and the template data.

83. (Previously presented) A method as claimed in claim 80, further comprising displaying the interactive image.

84. (Previously presented) A method as claimed in claim 80, wherein the information data comprises program data defining a program, the method further comprising executing the program defined by the program data.

85. (Previously presented) A method as claimed in claim 80, wherein the interactive image comprises plural interactive screens so formed as to be individually displayable.